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GLADIOLUS BULBS



*A Corner of the Briggs
Gladiolus Garden
By Laura Maxwell*

The Briggs  Floral Company
Encinitas California

Gladiolus Bulbs



CORONADO
(BRIGGS ORIGINATION)

The Briggs Floral Company
Encinitas *California*



About Ourselves

we will speak briefly so that you may know something of the people who stand back of the bulbs you buy. The Briggs Floral Company is a family affair which was started in 1914 by Elizabeth A. Briggs in Sacramento, California. For fourteen years this organization has been supplying good glads in large quantities to the wholesale trade. During these years of specializing it has shipped millions of bulbs to every state in the Union and to almost every civilized country in the world. What success we have enjoyed has been largely due to Mrs. Briggs' unswerving faith in the soundness of the industry and careful judgment as to the selection of excellent commercial varieties. She has occupied her entire time for the past eight years in the cross pollination of the gladiolus and the results of her work are becoming better and better known. Her introductions now stand high among the great glads of the world. As these new wonders are developed they must be introduced to the general public—hence this retail catalog.

Charles A. Briggs takes care of our advertising, publicity and sales. Many of you have met him on his ramblings and if not, no doubt may have become acquainted through "C. A. Says," his column which appears from time to time in the American Gladiolus Society Review.

Since the war the office and warehouse have been under the supervision of Donald

A. Briggs. This is the man to blame in case your letter remains unanswered or that order fails to come promptly, which we wager will seldom happen. Check up on us and see for yourself.

Shirley Elizabeth Briggs is learning to pollinate glads under the direction of her grandmother, but to date is not particularly helpful along these lines. When we get a new gladiolus good enough it will be called Shirley Briggs. Watch for it!

Another little girl for whom a good glad will be named some day is Charmion Phyllis Briggs. Although but a little tot she now shows signs of being a good florist as she always picks the choicest flowers in the garden when she is not observed.

Mrs. Donald Briggs assists with the office work in rush periods although her most important duty is that of supervising the bringing up of Shirley and Charmion.

Maurice Hasselo is Mrs. D. A. Briggs' brother. He is in direct charge of the growing and we want to send you some samples of his work. Mail us an order today for the proof that he is an excellent workman.

Mrs. John Bate is the latest addition to the firm. She is Mrs. D. A. Briggs' sister and reigns supreme over our small office. The accuracy and promptness with which your correspondence is handled is due in no small way to her efficiency.

We Present

this, our first retail catalog. We do not know much about this business of writing a catalog, but we do know something about gladiolus, having grown them for the past fourteen years.

When deciding on a retail policy we came to the conclusion that no gladiolus which in our opinion was inferior in any way should be listed. We have therefore offered in this little book only those varieties which we can honestly say we believe to be the best in existence. There may be colors among them that you do not care for but there is *not a poor glad on the list*.

This collection includes varieties from the introductions of over twenty of the world's foremost originators. We have endeavored to select the best things from each and combine them in a super collection among which the uninitiated can never find a poor one and the expert can always locate his favorite.

Briggs Originals

listed as follows, are the creations of Elizabeth A. Briggs, whose tireless efforts in hand pollination during the past eight years have, we believe, produced new varieties which will be prized by all gladiolus lovers. We submit the following for your approval:

BALBOA—A clear glowing apricot pink, blending into a warm yellow throat. Seven large, well opened, excellently placed, somewhat reflexed flowers of good texture open at once. Won best seedling (three spikes show) at the California Gladiolus Society Exhibition. \$1.00 Each. \$10.00 Dozen.

CATALINA—Bright rosy pink primulinus with vivid lemon yellow throat. The pink is most intense at the outer edges of the petals and becomes more delicate toward the center of the flower, blending with the yellow gradually. Medium size, well spaced in open airy form. Tall, slender and graceful. \$1.00 Each. \$10.00 Dozen.

MABEL IRVING—An excellent clean, warm pink. Flowers large, ruffled, wide open and of good texture. Florets are well placed with six open at a time on a tall straight stalk. \$1.00 Each. \$10.00 Dozen.

MERCED—Charmingly beautiful. Brilliant orange saffron shading into lighter yellow in the throat. Large ruffled blooms well opened. \$1.00 Each. \$10.00 Dozen.

MISSION BELLS—Here is a wonderful thing. Beautifully hooded primulinus of rich orange pink. Tall and very graceful with six beautiful bell-like florets open at a time on a tall wiry delicate spike. An unusual flower for baskets and table decorations. \$1.00 Each. \$10.00 Dozen.

SANTA BARBARA—Extra large, nicely ruffled—a very delicate pink. Extremely broad petals with ruffles not merely on the edges but traversing the entire petal. \$1.00 Each. \$10.00 Dozen.

CORONADO—An unusually large, heavily ruffled white with a royal purple throat. The purple of the throat is lacelike and forms a wonderful combination with the pure white petals. Single flowers are very large, measuring from six to seven inches in diameter. Texture is of the best. This grand flower won best spike in the 1927 California Gladiolus Society show and is receiving high acclaim from flower growers in all parts of the world. \$10.00 Each. \$100.00 Dozen.

FRANK J. MCCOY—One of our finest glads. Won first prize for best pink and best commercial seedling at the 1927 California Gladiolus Society show and is one of the finest coming commercial varieties. Flower is a deep clear self colored pink. Eight large blooms open at a time make this variety a veritable ribbon of beauty. \$10.00 Each. \$100.00 Dozen.

WINGED VICTORY—This one has not even been introduced, but a great many of the world's finest judges of glads who have seen it pronounce it the greatest glad they have ever seen. This in our opinion is the last word in the gladiolus up to date. No stock for sale yet. Watch for future announcements concerning this wonder glad.

The Varieties of Glads

listed herein do not comprise the entire list which we grow, but take in only the ones which we wholeheartedly recommend. In our opinion the varieties below are the best in their respective color classes and we unreservedly recommend them.

Alice Tiplady—Bright clear orange. Large bloom with brilliant clarity of color. No garden is complete without this rare and beautiful glad. 10 cents Each, \$1.00 Dozen.

Baron Hulot—Exceptional color. Violet blue or royal purple flower which although small in size is particularly pleasing by reason of its unusual shade. 10 cents Each, \$1.00 Dozen.

Berty Snow—This is our favorite light lavender gladiolus. It is a rare orchid tint, has giant blooms and is tall and vigorous. We love it and use it particularly in combination with cream, yellow and orange varieties. Will some day lead the commercial lavenders. \$1.00 Each, \$10.00 Dozen.

Betty Nuthall—Large new pink. Destined to be one of the finest. \$7.50 Each.

Black Pansy—All that the name implies. Here is a winner. This flower is one of the darkest reds we know of—almost black. Its deep color and peculiar form please all who see it. 20 cents Each, \$2.00 Dozen.

Break O'Day—Here is a delicate pink. A blush of the morning just like its name. 50 cents Each, \$5.00 Dozen.

Carmen Sylva—Pure lily-like white flowers with lovely form, good placement, and all the other attributes which one desires in a white gladiolus. Tall and stately. Many florets open at once. 15 cents Each, \$1.50 Dozen.

Camillo Schneider—Upper petal is slightly hooded; color is deep wine red without markings. Flowers are well arranged on an upright stalk. All who saw this glad this year admired it greatly. 25 cents Each, \$2.50 Dozen.

Caruso—Orange red with chestnut brown blotches in the throat. Tall and slender. 25 cents Each, \$2.50 Dozen.

Charles Dickens—Deep pure purple. Tall and vigorous. Large flowers. 50 cents Each, \$5.00 Dozen.

Copper Bronze—For those who like something new, unique and dazzling, try this one. Tips of petals have a metallic color of deep bronze; body of the flower is salmon overlaid with a coppery shade. One of the few copper colored glads thus far introduced and certainly one of the finest. 50 cents Each, \$5.00 Dozen.

Crimson Glow—One of the most beautiful red glads on the market. Deep fiery crimson. The color is smooth and the flower fairly glows in the intensity of its hue. 10 cents Each, \$1.00 Dozen.



Balboa

Diener's American Beauty—American beauty rose with cream throat. Very many large blooms open at a time on a short, stiff spike. It only takes a few spikes of this one for a wonderful bouquet. 25 cents Each. \$2.50 Dozen.

Dr. F. E. Bennett—Flame! A glorious red! You will want this conflagration in your garden. Many large well placed blooms open at once. One of the finest, 25 cents Each. \$2.50 Dozen.

E. J. Shaylor—Very lovely ruffled rose—a true exponent of the ruffled type. Sturdy, vigorous grower. 10 cents Each. \$1.00 Dozen.

Ethelyn—One of the newest originations. Extremely tall and graceful—flowers are dainty luminous orange. Very fine for cut flowers. 25 cents Each. \$2.50 Dozen.

Fay Lanphier—A giant deep pink or bright rose. Six or more large blooms open at once. Clear color and extremely vigorous. 25 cents Each. \$2.50 Dozen.

Fern Kyle—Large ruffled flower of finest creamy white. Tall and vigorous. 20 cents Each. \$2.00 Dozen.

Flaming Sword—Tall, slender with medium sized flowers whose smooth color is that of pure flaming spectrum red. This is a true red gladiolus. 50 cents Each. \$5.00 Dozen.

Geraldine Farrar—A gray blue. Clear delicate and unique. This glad excites the admiration of all. Four years ago this variety sold for \$75 per single bulb and not until recently has the price been within the reach of all. 75 cents Each. \$7.50 Dozen.

Gold Eagle—One of the two finest yellows in the Gladiolus world. This glad is a true pure yellow. Vigorous grower. Extremely graceful and worthy of its name. \$1.00 Each. \$10.00 Dozen.

Golden Dream—Here's the other yellow! This one is a giant and the color is clear and pure. \$1.00 Each. \$10.00 Dozen.

Golden Frills—Well opened deep golden yellow primulinus with small pink feather in the throat. This is one of the most intensely ruffled glads and its heavily fluted blooms are very lovely. If you like ruffled glads this is the best you can do. 50 cents Each. \$5.00 Dozen.

Golden Measure—Large flowers, tall vigorous plant an excellent deep yellow. 15 cents Each. \$1.50 Dozen.



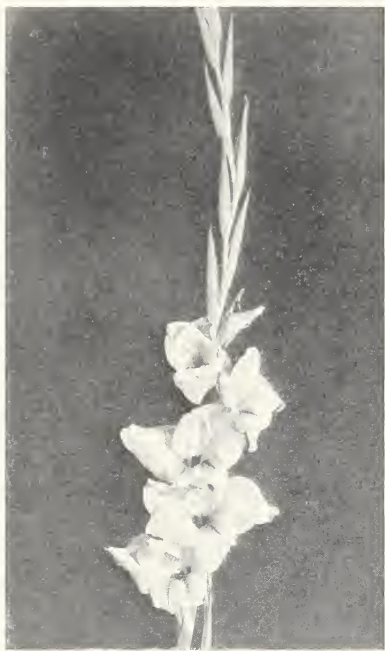
Mission Bells

Helen Wills—Pure lovely white. Excellent new variety which is becoming more popular every season. \$2.50 Each. \$25.00 Dozen.

Herbstrauber—A hard name to say but an easy glad to look at. Giant flaming scarlet orange; it is a Holland importation that will gladden your garden. 50 cents Each. \$5.00 Dozen.

Herada—A very unusual color. This glad is a deep rich true purple according to Ridgeway's color chart. Large flower, low grower. Good bedding variety. 10 cents Each. \$1.00 Dozen. \$5.00 per 100.

Jewel—A gem indeed. Opalescent blendings of pink, yellow and saffron—all pure pastel tints make this a great favorite. Extremely tall and slender stem. Medium



Los Angeles

sized flowers. 15 cents Each. \$1.50 Dozen. \$7.50 per 100.

King George—The newest thing in reds. Giant dark crimson with a large and very effective creamy white blotch in the throat. Fine tall spike with many flowers open at once. \$1.00 Each. \$10.00 Dozen.

Le Marechal Foch—Extremely large delicate pink flowers. This bloom often attains six inches in diameter and is a beautifully tinted pink. You will like it. 10 cents Each. \$1.00 Dozen.

Los Angeles—Tall, vigorous and graceful. Vivid shrimp pink with deeper pink feather in the throat. This glad has many side shoots and is one of the very finest landscape glads owing to its extreme length of blooming season. 25 cents Each. \$2.50 Dozen.

Marie Kunder—The most perfectly formed gladiolus. Purest ruffled white with delicate pink markings on tips of petals. The graceful stem, pointed petals and stylish form of this flower combine to produce perfection in a white glad. 25 cents Each. \$2.50 Dozen.

Minuet—A new delicate lavender which was introduced at \$100 per bulb a few

years ago. This is a glad that will not disappoint. A lovely dainty glad—a king among lavenders. \$1.50 Each. \$15.00 Dozen.

Mother Machree—The sensation of 1928! A clear, light gray with a tint of bluish lavender shading darker at the outer edges of the petals and the tips and edges of the petals sparingly flecked a bright orange red. A striking combination of colors which instantly attracts favorable attention. There are lots of good reds, yellows and whites, but no other glad has a color like Mother Machree. If you wish the latest and finest thing in novelties order this one. \$100.00 Each.



Mrs. F. C. Peters

Mary Pickford—Dainty cream in color with sulphur yellow throat. Blooms are creamy white and even the foliage is light colored. A very lovely thing particularly so in combination with other colors, especially orchid shades. 10 cents Each. \$1.00 Dozen.

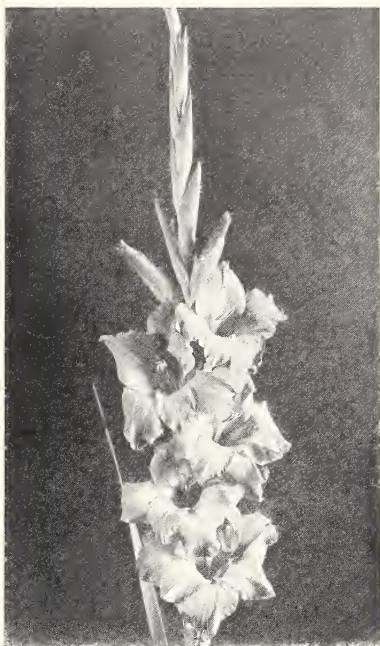
Mrs. Dr. Norton—The apple blossom glad! A dreamy, peachy, creamy color harmony in pink, cream and white. Voted by many experts as the best gladiolus. Everyone loves it. 10 cents Each. \$1.00 Dozen.

Mr. W. H. Phipps—Think of a glorious pink ostrich plume in the form of a flower—there you have Phipps! This remarkable glad sometimes has twenty florets open at a single time. The color is everything that a perfect pink flower can be. In our own opinion this is the finest glad of late introduction. Leave anything out of your order but this one! 50 cents Each. \$5.00 Dozen.

Maurice Fuld—Named for the prince of flower lovers—a prince among gladiolus. A giant rose pink. Enormous flowers on a heavy stalk. One of the newer glads which will soon attract much favorable attention. \$1.00 Each. \$10.00 Dozen.

Mrs. Frank Pendleton—For many years this flower has occupied the most important place among the commercial gladiolus. It is a lovely bright pink deepening towards the throat with a vivid crimson blotch of large size in the throat. Many place this flower at the head of their list and surely no garden is complete without it. 10 cents Each. \$1.00 Dozen.

Mrs. F. C. Peters—Rose lilac with deep feather of similar color in the throat. Very good arrangement size and style.



Richard Diener

The best thing in this shade. Tall grower. 20 cents Each. \$2.00 Dozen.

Mrs. Leon Douglas—The true giant of the gladiolus! This variety often towers to six feet in height bearing as many as eight, six-inch florets to a spike open at a time. The color is a gorgeous begonia rose striped with flame and brilliant scarlet. Good placement, arrangement and style make this a world beater. This is a glad we endorse 100%! 20 cents Each. \$2.00 Dozen.

Mrs. F. C. Hornberger—Purity would be a good name for this glad. A genuine thrill is due you when you first see this one. Nicely ruffled, wide open, perfectly placed with remarkable texture. Ranks among the finest whites. \$1.00 Each. \$10.00 Dozen.

Orange Queen—A new Prim with a large orange flower which is taking everyone's eye who sees it in the garden. This glad was probably more genuinely admired in our show grounds this last season than any other new variety. 25 cents Each. \$2.50 Dozen.

Osalin—Another truly beautiful gladiolus in the orange and pink tones. Very lovely under artificial light. This orange color is not common and all will enjoy



Mrs. F. C. Hornberger



Mrs. Leon Douglas

this prize winner in their collection. 50 cents Each. \$5.00 Dozen.

Pythia—Extremely large red. Flower is a true spectrum shade. Very large, sturdy and vigorous. Lovers of pure red glads—don't pass this! 15 cents Each. \$1.50 Dozen.

Patricia Carter—Dainty pink primulinus. Very clear, smooth color. \$2.00 Each.

Peach Rose—Vivid cerise pink with deeper blotch in the throat—very gay and bright. 25 cents Each. \$2.50 Dozen.

Pfitzer's Triumph—This is unquestionably one of the largest and finest red gladiolus ever introduced. Five or six giant red blooms well placed on the spike make a wonderful show. Pure red—nothing but! This is another 100% glad. \$1.50 Each. \$15.00 Dozen.

Prince of Wales—Lovely combination of cream orange and salmon. Tall, and stately. A great favorite and one of the few important commercial gladiolus. 10 cents Each. \$1.00 Dozen.

Red Ridinghood—Another Holland importation of merit. Bright scarlet throat blotched with dark red. Very striking. \$1.00 Each. \$10.00 Dozen.

Richard Diener—Named after himself by one of the world's greatest hybridists. Pure geranium pink with slight sprinkling of ruby on creamy yellow center. Large flaring blooms many open at once. 25 cents Each. \$2.50 Dozen.

Romance—We never can tell you what this glad looks like. It's Oriental, it has orange, salmon, rose, red, yellow and blue in a combination that is inimitable. 25 cents Each. \$2.50 Dozen.

Rosemary—Everyone likes new things, and this is indeed a new one. Its immediate parentage must be very close to the wild glad, *Dracocephalus*. As unusual as it is beautiful. White marked with fine hair lines of lavender rose. Markings are carried clear through the petals so that the back of the blossom looks the same as the front. This unique one will please. 50 cents Each. \$5.00 Dozen.

Rose Mist—A beautiful name for a beautiful gladiolus. Deep bright rose with a very delicate white edge. Tall graceful spikes add to the wondrous beauty of this variety. The color is vivid and especially beautiful under lamplight. This is a lovely thing. 50 cents Each. \$5.00 Dozen.

Salbach's Pink—Another glorious pink by the originator of Scarlet Bedder. Very few bulbs for sale. \$10.00 Each.

Scarlet Bedder. This is the finest scarlet self-colored primulinus hybrid we have ever seen. Color is wonderful. Low growing variety—excellent for landscape work. 75 cents Each. \$7.50 Dozen.

Souvenir—A real yellow primulinus. Extremely tall with no markings. This is a prim of excellent qualities. No lover of yellow flowers will be disappointed. 10 cents Each. \$1.00 Dozen.

Starbright—A real star! Daffodil yellow with a distinct line of rose running directly through the middle of each petal. A novelty of exceptional appeal. \$1.00 Each. \$10.00 Dozen.

Sunnymede—A very rare shade of orange yellow with a maroon blotch in the throat. This is one of the few glads which can be called true orange. You will like it! 25 cents Each. \$2.50 Dozen.

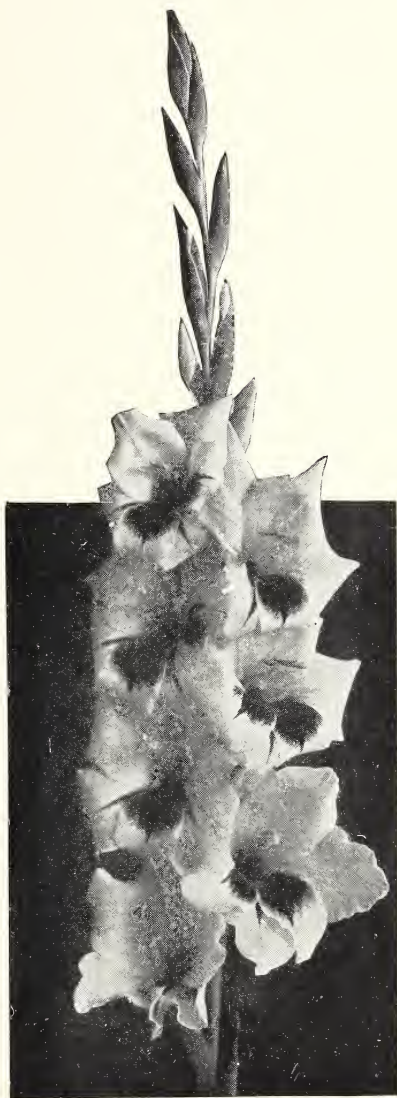
The Orchid—A real new type. Long narrow petals slightly notched and ruffled. Tall slender graceful stems and foliage. Color is orchid over white with rose lilac feather in throat. If you wish royalty in a gladiolus try this one. Very new and rare. \$1.00 Each. \$10.00 Dozen.

Trudel Grotz—Dutch importation. Large salmon orange with red blotches in the throat. Well formed blooms of excellent texture. 50 cents Each. \$5.00 Dozen.

Veilchenblau—Violet blue with pansy-like dark blue blotch. This is one of the world's finest blue gladiolus. We never have enough to fill our orders. \$1.00 Each. \$10.00 Dozen.

Virginia—The old standby in reds. Clear smooth spectrum red. The keeping qualities and vigor of this glad are hard to excel. For this and other reasons it is the favorite of the cut flower market. Classed by many as the best red. 10 cents Each. \$1.00 Dozen. \$5.00 per 100.

Mixed Gladiolus—This collection contains dozens of different varieties covering the entire range of colors found in the gladiolus. Many surprises are in store for you when these bloom. 75 cents Dozen. \$5.00 per 100.



Mrs. Frank Pendleton

We Invite You

to visit our gardens. They are located one mile north of Encinitas, California, about a quarter of a mile east of the State Highway. Encinitas is 100 miles south of Los Angeles and 34 miles north of San Diego.

Blooming season is the best time to see things, so we particularly ask that you visit us during the months of May, June and July. We will be pleased to have you call on us whether you care to purchase bulbs or not.

Gladiolus Classified as to Color

Dark Red

Black Pansy
Crimson Glow
Camillo Schneider
King George

Bright Red and Scarlet

Scarlet Bedder
Caruso
Red Ridinghood
Herbstrauber
Pfitzer's Triumph
Flaming Sword
Dr. F. E. Bennett
Virginia
Pythia
Trudel Grotz

Rose and Rose Pink

Peach Rose
Rose Mist
Mrs. Leon Douglas
Maurice Fuld
E. J. Shaylor
Diener's American Beauty
Fay Lanphier
Mabel Irving

Pink

Catalina
Richard Diener
Santa Barbara
Salbach's Pink
Winged Victory
Break O'Day
Le Marechal Foch
Betty Nuthall
Mrs. Dr. Norton
Frank J. McCoy
Mr. W. H. Phipps
Los Angeles
Mrs. Frank Pendleton
Patricia Carter

Salmon and Orange

Ethelyn
Sunnymede
Jewel
Prince of Wales
Alice Tiplady
Orange Queen
Osalin
Balboa
Merced
Mission Bells

Yellow and Cream

Mary Pickford
Fern Kyle
Gold Eagle
Golden Dream
Golden Frills
Souvenir
Golden Measure

Lavender

Minuet
Mrs. F. C. Peters
Berty Snow
The Orchid
Herada

White

Helen Wills
Mrs. F. C. Hornberger
Marie Kunderd
Carmen Sylva
Coronado

Violet Blue and Purple

Veilchenblau
Baron Hulot
Geraldine Farrar
Chas. Dickens

Variegated and Unusual Colors

Mother Machree
Starbright
Copper Bronze
Romance
Rosemary

Collections

are usually attractive and for those who prefer to buy gladiolus bulbs in this fashion we respectfully submit the following offers. You will notice that we have substantially reduced the prices on the collections below the single bulb price to encourage this method of purchase.

No. 1. This is the complete collection and includes one bulb of every variety in the catalog. 72 Bulbs; Catalog value \$173.85—Collection price \$150.00.

No. 2. Includes one bulb each of every variety listed up to and including all bulbs priced at \$1.00 each. 62 Bulbs; Catalog value \$28.85—Collection price \$24.00.

No. 3. This collection includes one bulb each of every variety listed up to and including all varieties priced at 50 cents each. 44 Bulbs; Catalog value \$11.15—Collection price \$9.50.

No. 4. This collection includes one bulb each of every variety listed up to and including all kinds priced at 25 cents each. 30 Bulbs; Catalog value \$5.15—Collection price \$4.25.

No. 5. Includes one bulb each of every variety listed at 10 cents each. Twelve varieties; Catalog value \$1.20—Collection price \$1.00.

No. 6. Fanciers' Collection includes the following gladiolus: Mrs. Leon Douglas, Ethelyn, Fay Lanphier, Fern Kyle, Los Angeles, Marie Kunderd, Osalin, Rose Mist, Rosemary, Sunnymede and Mission Bells.

Eleven bulbs; Catalog value \$3.65—Collection price \$2.50.

No. 7. This is the Advanced Collection and includes the following glads: Starbright, The Orchid, Mr. W. H. Phipps, Dr. F. E. Bennett, Geraldine Farrar, Gold Eagle, Golden Dream, Golden Frills, Copper Bronze, Merced, Mission Bells and Santa Barbara. Twelve Bulbs; Catalog value \$9.50—Collection price \$6.50.

No. 8. Pastel Collection including the following: Golden Frills, Ethelyn, Mission Bells, Jewel, Fern Kyle, Break O'Day, Berty Snow, Mary Pickford, Sunnymede and Souvenir. Ten varieties; Catalog value \$4.55—Collection price \$3.00.

No. 9. Briggs' Originations as listed in this catalog including Balboa, Coronado, Catalina, Frank J. McCoy, Merced, Mission Bells, and Santa Barbara. Seven varieties; Catalog value \$25.00—Collection price \$20.00.

No. 10. Briggs' Originations with the exception of McCoy and Coronado. This collection includes: Balboa, Catalina, Merced, Mission Bells and Santa Barbara. Five varieties; Catalog value \$5.00—Collection price \$4.00.

Types

of *Gladiolus* fall into two natural classes. There are the *primulinus* and the *gandavensis*. The *primulinus* types or *prims* as they are commonly called are the smaller flowers whose top petal overhangs the flower and whose ancestors were the diminutive *G. primulinus* of Africa. These hooded glads are of many new and interesting shapes and are sometimes referred to as the butterfly type. Colors of *prims* are usually of the yellow, saffron and orange tints and shades and practically all of these varieties harmonize naturally. The *gandavensis* type includes most of the large flowered glads which are perhaps more common at this time than their cousins the *prims*. The large flowered type is again subdivided into several classes and subtypes the most distinctive perhaps being the *Lemoinei* or blotched *gladiolus* and the *Kunderdii* or ruffled strain.

In this catalog the following list are *primulinus*: Alice Tiplady, Camillo Schneider, Copper Bronze, Ethelyn, Golden Frills, Jewel, Merced, Mission Bells, Orange Queen, Patricia Carter, Rose Mist, Rosemary, Souvenir, Salmon Beauty, Starbright and Scarlet Bedder.

The Cultural Directions

are very simple; the *Gladiolus* is easy to grow. It will thrive in any garden soil, but a rich, sandy loam is to be preferred.

Do not plant in the shade. Especially stay away from trees and shrubs whose roots take the moisture from the soil.

Gladiolus may be planted whenever danger of frost is past. In many California locations this means any month in the year. The natural planting time, however, in California is February to May and from April to June in colder climates.

Plant in rows in trenches three to four inches deep leaving four or five inches space between each bulb with rows about twenty inches apart or plant in beds placing bulbs six inches apart in each direction. Keep top soil continually loose and free from weeds. Do not allow a crust to form after watering. Water thoroughly once or twice a week.

Gladiolus respond well to rich soil conditions. Well rotted manures thoroughly incorporated with the soil previous to planting are excellent. Commercial fertilizers may also be used if care is taken to mix them well with the soil before planting.

When cutting flowers, four leaves should be left on the plant in order to secure good bulbs the following season. The bulb will be weakened in proportion to the amount of foliage that is removed with the flower.

Bulbs may be lifted each year in the fall after the tops have died down and turned brown or the tops may merely be broken off and the bulb allowed to remain in the ground. Bulbs should be dug in localities where the ground freezes.

Printed cultural directions will be enclosed with every order of bulbs sent out.

To Obtain More Gladiolus Information

in addition to the cultural directions which we enclose with every order you may post yourself regarding Gladiolus growing by joining the California Gladiolus Society. Just send \$2.00 to Paul Doring, Secretary, California Gladiolus Society, 1520 S. 8th Street, Alhambra, California, and you will receive membership receipt card, a year's subscription to the official magazine and free admission to the annual exhibitions and twelve monthly meetings of the society. Valuable information appears regularly in the magazine and questions will be answered by the Secretary at any time.

Terms of Purchase

are as follows: Order as early in the season as possible to insure delivery, as we are often sold out of choice stocks by the end of the season. Orders will be filled in rotation and the first receive the choice of stock.

Acknowledgment will be made promptly by us stating the amount of your order and when it will be sent you.

Terms are cash with order. Remittances should be made by check or postal money order.

Transportation charges on all bulbs purchased from this catalog will be prepaid by us anywhere.

Substitutions in your order will not be made unless you so indicate. To assist us, we would ask, however, that a few second choices be given in case we happen to be sold out of any item required and also to let us know which varieties you would prefer in case we have sufficient surplus of the kinds desired to add a few extra bulbs to your order.

Bulbs will be mature, blooming sized stock, $1\frac{1}{4}$ " or larger in diameter and we guarantee every bulb purchased from us to bloom the first season.

Mistakes occur in any business and ours unfortunately is not absolutely free from errors. If you are dissatisfied in **any way** with bulbs purchased from us, either before or after blooming, drop us a postal card stating the trouble and we will replace the stock in question or send equal value in some other variety absolutely free of charge to you. *We Guarantee Satisfaction* in every respect with all bulbs purchased from this catalog. Our business is being built on the theory that a satisfied customer is our best advertisement and we will see to it that you become one if you will give us an opportunity!

The Briggs Floral Company
Encinitas *California*

The California Gladiolus Society Rating

is given herein in order to give those unfamiliar with the varieties of gladiolus an idea as to their relative excellence; we hope that it will guide you with its unbiased advice in the selection of your order.

In the fall of 1926 the members of the California Gladiolus Society balloted on the merits of the various varieties of gladiolus with which they were familiar. We quote the results giving the first thirty glads in the order of their popularity in the society vote. Owing to the fact that this symposium was held some time ago several of the new glads do not appear on this list but this will be a criterion by which the novice in the gladiolus garden may be guided somewhat, and with which the expert can check his own personal opinion.

1 Mr. W. H. Phipps	11 Los Angeles	21 Crimson Glow
2 Mrs. Frank Pendleton	12 Purple Glory	22 Copper Bronze
3 Virginia	13 Rose Ash	23 Early Sunrise
4 Mrs. Leon Douglas	14 Byron L. Smith	24 Marie Kunderd
5 Prince of Wales	15 Richard Diener	25 Elizabeth Tabor
6 Dr. F. E. Bennett	16 Alice Tiplady	26 Plitzer's Triumph
7 Mrs. F. C. Peters	17 Jack London	27 Myra
8 Mrs. Dr. Norton	18 Geraldine Farrar	28 Sunnymede
9 Coronado	19 Souvenir	29 Mary Pickford
10 Golden Measure	20 Evelyn Kirtland	30 Baron Hulot

The following paragraph is quoted from the C. G. S. Year Book:

"This list gives the thirty leaders. There followed some fifty or more varieties which we have not listed. In viewing this comparison one should take into consideration the length of time a variety has been on the market—this has a great deal to do with the popularity of a gladiolus in its ranking. The newer the kind the more difficult for it to appear among the leaders. One should also remember there are a number of good primis which do not appear on this list, although they are excellent prim types.

It seems the larger flowered varieties are greater favorites among the majority than the more graceful primulinus. Conversely it should be remembered that when new varieties and primulinus types do work their way well up the list it is a good word in their favor. Brief high lights of the results of the ballot bring out the surprising lead of W. H. Phipps which had almost double the votes of its nearest

competitor, Mrs. Frank Pendleton. The favorites of the New England Gladiolus Society ballot rank high in this symposium also showing that tastes in glads do not vary much regardless of longitude. Their first ten glads also included Mrs. Dr. Norton, Mrs. F. C. Peters, Mrs. Frank Pendleton and Golden Measure. It is interesting to note that the old favorite Mrs. Frank Pendleton still ranks high on the list of good gladiolus.

For the beginner who wishes good glads to grow either commercially or merely as an amateur the above list of thirty names will act as an excellent recommendation of variety. This means in no way to discredit other glads which are so little known as not to have received many votes; it does, however, vouch for the value of those glads which do appear in this list and in a way vetoes such extremely old varieties as do not appear."



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Encinitas California

